

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 USIA-15 EB-07 RSC-01 /034 W

----- 115056

R 191510Z DEC 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 9240

USDOC WASHDC

USIA WASHDC

UNCLAS BUENOS AIRES 9158

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: EVENT SCHEDULE FOR REMAINDER OF FY-75

AND FY-76.

REF: STATE 252403

1. THE EMBASSY PROPOSES THE BELOW LISTED PROGRAM OF TRADE PROMOTION EVENTS. THIS LIST INCLUDES EVENTS RELATED TO OUR CCP PRODUCT CATEGORY CAMPAIGNS AND OTHER PRODUCT CATEGORIES WHICH ARE NOT SUBJECT OF CAMPAIGNS, BUT WHICH HOLD PROMISE FOR INCREMENTAL SALES IN ARGENTINA. ADDITIONALLY, WE HAVE INCLUDED A NUMBER OF TARGETS OF OPPORTUNITY, I.E., EVENTS RELATED TO SCHEDULED ARGENTINE AND US EXPOS AND SOME FOR WHICH THERE IS LOCAL AGENT INTEREST.

2. WE ANTICIPATE ORGANIZING ADDITIONAL EVENTS IN THE NEXT NINE MONTHS FOR THE STEEL AND PETROCHEMICAL SECTORS. A DECISION ON TIMING AND NATURE OF THESE EVENTS HAS TO AWAIT A CLEARER DEFINITION BY THE NEW GOA ECONOMIC TEAM OF THEIR APPROACH TO THE MAJOR PROJECTS IN THESE SECTORS. IN CONSIDERING THE EVENTS PROGRAM FOR THE LATTER PART OF FY-76 (THE BEGINNING OF CY-76) WE HAVE PURPOSELY BUILT IN SLACK BECAUSE AT THAT TIME WE WILL BE PREPARING FOR THE AS YET UNIDENTIFIED EVENTS TO BE PROGRAMMED FOR THE FIRST HALF OF CY-77).

2. FY-75

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LIST OF EVENTS

TITLE	DATE	LOCATION	TYPE OF PROMOTION
TEXTILE MACHINERY EXHIBITION	1/11/75	SAO PAULO	MAIL OUT
PULP & PAPER EXHIBITION	2/24-26/75	U.S.	MAIL OUT
POWER SYSTEMS	3/10-14/75	BS.AIRES	FOREIGN BUYERS GROUP
CHEMICAL IND. TRADE MISSION	APRIL '75	BS.AIRES	TRADE MISSION
SEMINAR ON AUTOMATIC CLINICAL ANALYSES (LAB. EQUIPMENT)	4/7-11/75	BS. AIRES	SUPPORT AGENT ORGANIZED EVENT
TRANSMUNDO (FIRST INT'L. EXHIBITION OF TRANSPORT & CARGO EQUIPMENT)	4/11 5/4/75	BS.AIRES	SUPPORT PARTICIPATION OF US FIRMS TO LOCAL EXHIBITION
DATA COMMUNICATIONS SEMINAR & EXHIBIT	5/5-9/75	BS.AIRES	SUPPORT AGENT ORGANIZED EVENT
PLASTIC IND. CATALOG SHOW	5/12-16/75	BS.AIRES	CATALOG SHOW
PRINTING EQUIP. EXHIBITION	5/19-23/75	BS.AIRES	SUPPORT AGENT ORGANIZED EVENT
FY-76			
TEXTILE EQUIP. TRADE MISSION	AUGUST 1975	BS.AIRES	SUPPORT AGENT
ENVIRONMENTAL UNCLASSIFIED	9/8-12/75	BS.AIRES	CATALOG
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CONTROL EQUIP. & CATALOG EXHIBITION			EXHIBITION
MACHINE TOOLS SEMINAR	10/8-9/75	BS.AIRES	SEMINAR & FILM SHOW
EXPOINGRAF -	11/2-12/75	BS.AIRES	SUPPORT US

GRAFIC ARTS
EXHIBITION
FIRMS PARTI-
CIPATION TO
LOCAL EXHIBITION

IND.TESTING, 4/26-30/76 BS.AIRES POST ORGANIZED
LAB& PROCESS MULTIFIRM
CONTROL INS- EXHIBIT
TRUMENTATION
EXHIBITION

EXPOFICINA - 5/10-14/76 BS.AIRES SUPPORT US
BUSINESS FIRMS PARTICI-
MACHINES PATION TO LOCAL
EXHIBITION EXHIBITION

SECON FIMAQH 5/17/76 BS.AIRES SUPPORT US FIRMS
INT'L.MACH. PARTICIPATION TO
TOOL SHOW LOCAL EXHIBITION

6. ALL OF THESE EXHIBITION, WITH THE AXCEPTION OF THE TRADE
MISSIONS AND CATALOG SHOWS WILL BE LOCALLY PROCURED, AND
COST WILL BE BORNE BY THE PARTICIPATING COMPANIES. USIS
WILL AID THIS AMBITIOUS TRADE PROMOTION PROGRAM WITH MAIL-OUTS
AND PRESS RELEASES AND, WHEN APPROPRIATE, BY LENDING THE
LONCOLN CENTER FOR SEMINAR AND VISUAL TYPE PROMOTIONS. WE
WOULD APPRECIATE USDOC'S APPROVAL OF THIS SCHEDULE
AS SOON AS POSSIBLE. WE ARE PARTICULARLY INTERESTED
IN LEARING OF ANY EVENTS IN US AND ABROAD WHICH WOULD
CONFLICT WITH THESE EVENTS.

7. ADDITIONALLY, THE EMBASSY'S MARKET ANALYSIS AND PROMOTION
UNIT WILL BE COMPLETING FOUR PIECES OF MARKET RESEARCH
DURING THE BALANCE OF FY-75 AND SIX MARKET STUDIES IN
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FY-76. THESE ARE LISTED BELOW:

FY-75

FOOD PROCESSING AND PACKAGING EQUIPMENT - UPDATE

PETROLEUM EXPLORATION & EXTRACTION EQUIP. - NEW
MINING EXPLORATION & EXTRACTION EQUIP. - NEW

PULP & PAPER MACHINERY & EQUIP. - UPDATE

FY-76

PORT HANDLING, CONSTRUCTION AND MAINTENANCE - NEW
EQUIPMENT

ENVORONMENTAL CONTROL EQUIP. - NEW

CLOTHING MACHINERY & EQUIP. - NEW

WATER SYSTEM AND IRRIGATION EQUIP - NEW

EDUCATIONAL & SCIENTIFIC EQUIP. - NEW

COMMUNICATIONS EQUIP. - UPDATE

IN ADDITION, TWO MARKET STUDIES ARE CURRENTLY UNDER PRE-
PARATION: IRON AND STEEL MAKING & FOUNDRY EQUIPMENT, AND
RAILROAD EQUIPMENT AND ROLLING STOCK.

8. TWO RECENT EVENTS WHICH DO NOT APPEAR ON THE SCHEDULE HAVE
ALREADY BEEN SUPPORTED BY THE COMMERCIAL SECTION'S NEW
MARKET ANALYSIS AND PROMOTION UNIT. ASSISTANCE INCLUDED
CLEARING EQUIPMENT THROUGH CUSTOMS USING DIPLOMATIC
FRANCHISE PRIVILEGE, LOAN OF MERO DISPLAY SYSTEM,
ASSISTANCE WITH MAILING LISTS OF SALES PROSPECTS, AND
MARKET ADVICE. THEY YIELDED THE FOLLOWING RESULTS:

PARTICIPANT	EVENT	OFF-THE- FLOOR SALES	PROJECTED	LEADS
ORION RESEARCH	IV L.A.ENDO-	50,000	75,000	60

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CRINOLOGY
CONGRESS

CRAFMAN MA-	EXPOINGRAPH	50,000	250,000	8
CHINERY CO.	'74			

9. BEST PROSPECTS LIST FOR FY-76 AND FY -77 REQUESTED BY STATE
A-6238 FORWARDED DECEMBER 23RD. BY POUCH.
HILL

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